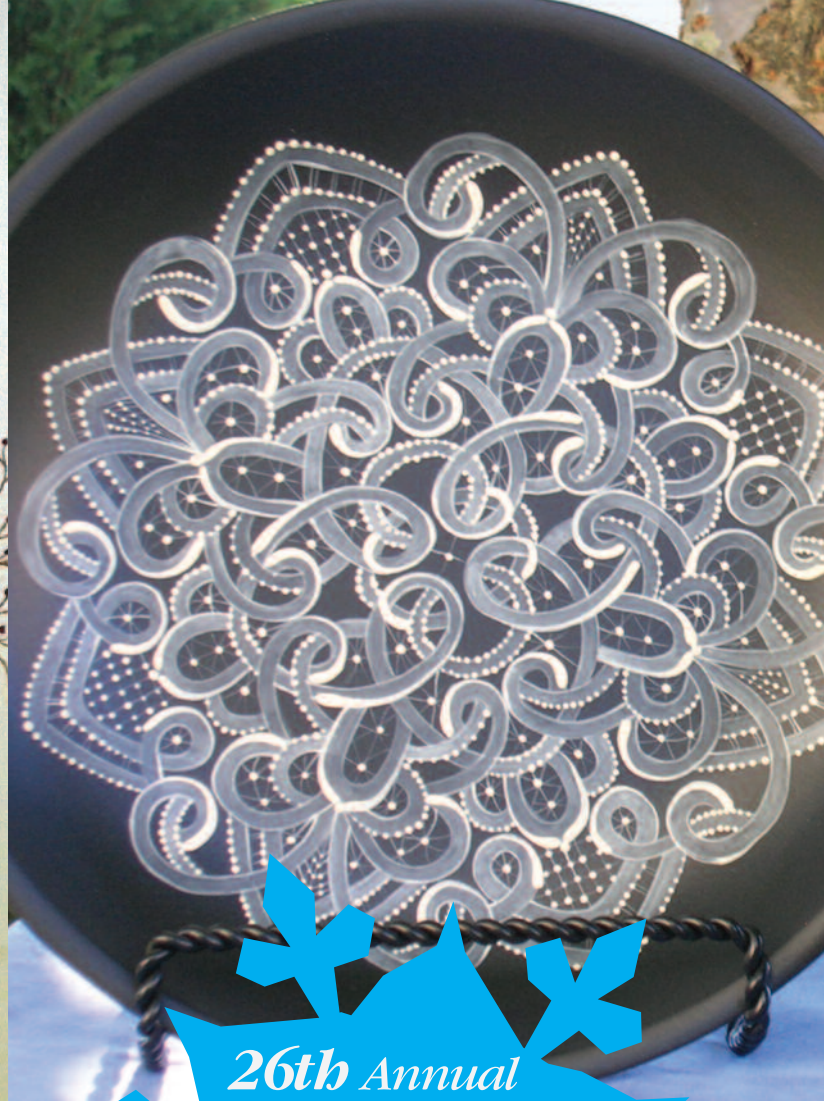


Fall *36th Annual*
Festival



26th Annual
**Holiday
Craft Show**

City of Fairfax Parks & Recreation
2012 Craft Shows Exhibitor Guidelines

Applications due March 15, 2012



www.fairfaxva.gov





Fall ^{36th Annual} Festival

26th Annual Holiday Craft Show

36th Annual Fall Festival

October 13, 2012, (Rain Date: October 14, 2012)
10am – 5pm, Historic Downtown Fairfax

Benefits

- Fall Festival, a one-day outdoor event, includes over 500 vendors and has a public attendance of 25,000 shoppers.
- Juried event, showcasing only the very best crafters.
- Event is free to the public.
- New downtown vendor configuration.
- Event is geared to the vendor.
- Online registration for crafters convenience.
- Event brochure is distributed to 25,000 households.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at City highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations.
- We have a new FaceBook page for the events – “Fall Festival City of Fairfax”
- **We strive to bring the buying customers to you!**

26th Annual Holiday Craft Show

November 17, 2012, 10am – 5pm
November 18, 2012, 10am – 3pm
Fairfax High School
3501 Rebel Run, Fairfax, VA 22030

Benefits

- Holiday Craft Show, a two-day indoor event, includes over 200 vendors and attracts 7,000 holiday shoppers.
- Juried event, showcasing only the very best crafters.
- Event brochures distributed to 25,000 households.
- Online registration for crafters convenience.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at City highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations.
- We have a new FaceBook page for the events – “Holiday Craft Show”
- **We strive to bring the buying customers to you!**



Apply now for two of the most popular art & craft shows in the greater metropolitan Washington, D.C. area!

NEW THIS YEAR – On-line registration:

The City of Fairfax is offering an on-line registration for craft vendors only. The City is collaborating with Juried Art Services (JAS) which provides an advanced Digital Jurying™ and application system. The artist controls the layout of their work and sees exactly what the jurors see. Applicants create

an account in the Portfolio Management System, upload their images and apply online to shows. Jurors view at their pace and have all the information they need to review each application. The system also provides show administrators with the tools to manage the entire juried art show process. The process is an efficient technique for artists, shows and jurors to perform their important work.

To participate, you must complete an application and indemnification form which is enclosed in this brochure. Any application received after the deadline will be waitlisted if all festival criteria are met. Please share the application with other art and craft vendors. Visit our web site for answers to frequently asked questions: www.fairfaxva.gov.

APPLICATION PROCEDURES & TIMELINE

NEW THIS YEAR – Two ways to apply:

Paper Application

1. After reading through this brochure, complete the enclosed application and indemnification form in its entirety. Be sure to include five (5) color photographs (no Polaroids) with images of your work and one (1) image of your booth display (booth display photograph required). **photographs will not be returned.**

Food/gourmet food vendors must indicate on application form a request for proposal (proposal will be submitted either at the same time or after application is received). These items, along with the application, indemnification form and application fee of \$12 per show, are necessary before our panel of judges will consider you for acceptance. All applications must be accompanied with the \$12 application fee(s). Applications must be received or postmarked by March 15, 2012. Any application received after the deadline will be waitlisted if all festival criteria are met. Application fee may be made by check, cashier's check, money order or by Visa, MasterCard, Discover or American Express.

2. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in May. The booth fee will be required within 30 days after notification acceptance.

On-line Application – For Craft Vendors ONLY!!

1. After reading through this brochure, log on to the Juried Art Services Website (read more about JAS above) at <http://www.juriedartservices.com>. Once on the site, on the right hand side of the home page click on the Register Now button.

2. Complete the 3 easy steps of membership registration.

3. Then you will create a portfolio, upload images of your artwork and then get to apply to our events. There is important information about your images – they must be between 1400 and 2000 pixels. Why you ask? – JAS site says “The reason for the between 1400 and 2000 pixels (at the largest dimension) standard is to accommodate the shows need to have “print-ready” images for their show catalogs etc. The JAS system, also accepts 1920x1920. It is important to remember that you are not limited to any orientation on your images: they can be square, wide (landscape) tall (portrait). Your images should reflect how your work is best portrayed.”

4. If you have previously set-up a portfolio with Juried Art Services, you do not need to set up a new one in order to apply. Simply create a NEW APPLICATION within the existing portfolio.

5. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in May. The booth fee will be required within 30 days after notification acceptance.

JURY PROCESS

- Jury selection criteria are based on quality, originality, uniqueness and popularity of items.
- Photographs must be of good quality and provide current close-up shots.
- All images must be labeled with vendor name if submitting a paper application.
- Polaroids are not acceptable.
- Only crafts in the categories juried may be sold at the show.
- Images should accurately represent the work that will be sold/displayed.

ACCEPTED CATEGORIES

Categories have changed slightly from previous years.

Apparel, Baskets, Business Expo, Children's Activities (Fall Festival only), Dolls/Accessories, Fabric/Needlework, Floral, Food, Gourmet Food, Glass, Information (Fall Festival only), Jewelry, Leather, Miscellaneous, Multi-Media, Paintings/Drawings, Personal Care/Home Fragrance, Photography, Pottery/Clay/Ceramics, Soft-Sculpture, Wood/Decorated, Wood/Furniture, Wood/Miscellaneous, Wood/Multi-Media, Wood/Toys NOTE: “Food” consists of cooked food on premises. Food proposals for the Holiday Craft Show must be based on full-service, i.e., breakfast and lunch items. “Gourmet Food” consists of bake sale items, herbs, dressings, dips, honeys, nuts, etc. and requires a submitted proposal from the vendor. “Miscellaneous” are products that do not fit into other categories. “Multi-Media” are products that are a combination of categories – two or more.



ELIGIBILITY REQUIREMENTS

All work must be original, handcrafted art and craft items produced by the vendor and must be representative of items juried. Parks & Recreation reserves the right to request an inventory of items to be sold by vendor and to disallow any entry based on the guidelines and decisions of the Selection Committee. Requirements for food or gourmet food is dependent upon proposal submitted.

The following exhibits are **not allowed** in the shows:

- IMPORTED MERCHANDISE
- Copyright and/or trademark images, names and products may not be sold unless vendor has written permission "To Sell" by holder of copyright or trademark. Examples are "Disney", "Warner Brothers", "Precious Moments", professional and college sports teams.
- Kits & commercially manufactured merchandise.
- Affiliates of companies (Holiday Show only).
- Non-City commercial exhibits (Holiday Show only).
- Novelty sale items including balloons & inflatable toys.
- Sports collectibles.
- Entertainment books.

LOGISTICAL INFORMATION

- No canopies, tables or chairs will be provided. It is highly recommended, though not required, that vendors bring canopies to the Fall Festival. Vendors must provide tie-downs, weights (such as sandbags), and any other sturdy equipment necessary to stabilize canopies, displays and artwork.
- Electricity available for Fall Festival and Holiday Show (designated areas at both shows).
- Vendors who participated in the shows the previous year can request the same space location for the upcoming year. We will try to accommodate, but cannot guarantee assignment of the same space.
- Photographs taken by staff of a vendor's display may be used in future programs or advertisements.

EXHIBITOR RULES

- Vendors are required to conduct all activities within their contracted space.
- Vendors may not switch, sublet or apportion spaces to other vendors or be affiliates of companies.
- Vendors must keep booths open during ENTIRE festival/show.
- Vendors are prohibited from using amplifying devices.
- Vendors may not use generators (exception for food vendors).
- Failure to comply with regulations will result in vendor being prohibited from future participation in City of Fairfax craft shows.
- If you are a city resident and your business is located in the City of Fairfax, you must have a current business license. Contact the Commissioner of Revenue's office at 703-385-7880 or via email at linda.leightley@fairfaxva.gov.

INDEMNIFICATION FORM

As a result of the new Consumer Products Safety Improvement Act, all vendors are required to sign the indemnification form which is located on the back of the application form. Completion of the indemnification form is necessary before our panel of judges will consider you for acceptance.

EXHIBITOR SET-UP & TAKE-DOWN

Set-up is scheduled to take place the morning of the events. Detailed times will be provided upon notification of acceptance. For the Fall Festival, vehicles will be able to drive up to the vendor space location. For the Holiday Craft Show, dollies are highly encouraged to transport items from vehicles to inside the school. Each exhibitor is responsible for his/her own booth set-up and take-down. Staff is not authorized to assist with set-up or take-down. Canopies, tables or chairs will not be provided.

EXHIBITOR INSURANCE

It is strongly recommended that vendors carry their own insurance policy to cover their actions. The City is not responsible for loss or damage to exhibitors or vendors. NOTE: By applying to exhibit at the Fall Festival and/or Holiday Craft Show, all exhibitors and their personnel waive any claim against, and agree to hold harmless the City of Fairfax and the Parks & Recreation Department, and their employees and volunteers, from any and all liability for damages or injury incurred during participation in the Fall Festival and/or Holiday Craft Show.



STATE, COUNTY & CITY REGULATIONS

Vendors must comply with State of Virginia tax laws (540) 635-7984 or website at <http://www.tax.virginia.gov/site.cfm?alias=ContactUs#> email, Fairfax County Health Department (703)246-2444 or website <http://www.fairfaxcounty.gov/hd/food/> and the City of Fairfax Fire Marshal requirements 703-385-7830 or via email at Andrew.wilson@fairfaxva.gov.

EXHIBITOR CANCELLATION

In the event of a cancellation by a vendor prior to August 10, 2012, a full refund of the participant fee paid will be made to vendor. After August 10, the Parks & Recreation Department will retain all fees paid.

SERVICE CLUBS & ORGANIZATIONS

Fall Festival & Holiday Craft Show

Recognized City of Fairfax community based non-business groups are eligible to participate (limited number of spaces available) with the following guidelines: 1) Vendor Cost (non-food) - 1 free vendor space; 2) Fall Festival food vendor - 1 free vendor space, all additional spaces will be at a fee of \$77.50; 3) Holiday Craft Show gourmet food vendor - 1 free vendor space; Certified non-profit organizations are eligible to participate at 50% of the cost of a vendor space fee. No information booths allowed at the Holiday Craft Show.

CITY OF FAIRFAX BUSINESSES

Fall Festival Only businesses physically located on the immediate festival route will be assigned an appropriate space within locality of their business at the festival – no fee for one (1) space.

Holiday Craft Show City of Fairfax businesses must contact the Downtown Fairfax Coalition for placement within the area assigned to the Coalition, telephone number: 703-430-6164. Must pay fee.

BUSINESS EXPO FALL FESTIVAL/HOLIDAY SHOW

City and non-city businesses are eligible to participate in the Fall Festival and Holiday Craft Show. At the Fall Festival businesses are provided one street space (10'x10') for a fee of \$1,000. At the Holiday Craft show businesses are provided one space (10'x10') at Main Gate entrance to school (there are three entrance gates), not with craft vendors, for a fee of \$500. Business locations are within a set area at both events and no exclusivity of vendors will be granted.

FEES

Application fee - \$12 per show (\$24 if applying to both shows)

Fall Festival - per space

\$155 Crafter (10'x10') (non-food)

\$0 Recognized City of Fairfax community based non-business groups (Each additional space \$75)

\$0 City of Fairfax Historic District Business, 1 space only. Each additional space \$77.50

\$77.50 Certified non-profit organization (Each additional space \$155)

\$1000 Business Expo (10'x10')

Food/Gourmet Food - request proposal (proposal mailed separately)

Electricity is available on Main St. for an additional \$10, space is limited, cords are not provided.

Holiday Craft Show - per space

\$190 Hallway (10'x6')

\$265 Gym (10'x10')

\$240 Cafeteria (11'x9')

\$500 Business Expo (10'x10')

Gourmet Food - request proposal (proposal mailed separately)

FEE PAYMENT

\$12 application fee (per show).

a) If submitting a paper application photographs must accompany your application and indemnification form. You may pay by check, Visa, MasterCard, Discover, American Express, cashier's check or money order. Do not send cash. Make checks payable to: "City of Fairfax".

If accepted to a show and a credit card number was provided for payment of the application fee, the same credit card will be charged for payment of the booth fee. Credit cards will be charged immediately for the application fee of \$12 per show and the same card will be charged for the booth fee on acceptance date (May).

b) If submitting an on-line application, application fee(s) are payable through the Juried Art Services registration process (Visa, MasterCard, Discover, American Express accepted). If accepted to the shows, the booth fee will be required within 30 days after notification of acceptance.

City of Fairfax Parks & Recreation
Attn: Special Events

10455 Armstrong Street, Fairfax, VA 22030

APPLICATION/POSTMARK DEADLINE: March 15, 2012

Applicants will be notified of jury results in late May.

**Questions? Contact Mitzi Taylor at
703-385-1710, mitzi.taylor@fairfaxva.gov**

**Visit our web site for answers to frequently
asked questions: www.fairfaxva.gov.**



City of Fairfax Parks & Recreation
10455 Armstrong Street, Fairfax, VA 22030

Hurry!

Don't miss this opportunity to be in the best shows in the greater metropolitan Washington, D.C. area!

October 13, 2012

Fall *36th*
Annual
Festival

Applications due March 15, 2012

November 17 & 18, 2012

26th Annual
Holiday
Craft Show

City of Fairfax 2012 Craft Shows Application Form

City of Fairfax Fall Festival, October 13, 2012, (Rain date: October 14), Old Town Fairfax

City of Fairfax Holiday Craft Show, November 17 & 18, 2012, Fairfax High School, 3501 Rebel Run

MAIL APPLICATION, INDEMNIFICATION & JURY FEE ONLY TO: City of Fairfax Parks & Recreation Dept., Attn: Special Events, 10455 Armstrong Street, Fairfax, VA 22030

Use this form to apply for either or both of the shows. Deadline for application/postmarked is March 15, 2012 (any application received after the deadline will be waitlisted if all festival criteria are met). The same photos may be used for both shows. No polaroids or slides are accepted. **Please fill out completely and comply with all requests or the application will not be considered. Do not send entry fees with application - send \$12 application fee per show only. Application fee does not guarantee admittance.**

Contact Name _____

Business Name _____

Business name as it is to appear in public information – Maximum 36 characters, including punctuation and spaces.

Address _____

City/State/Zip _____ E-mail address _____

Web site _____ Telephone (H) _____ (W) _____ (Cell) _____

FALL FESTIVAL Check appropriate box(s)

- \$12 Application Fee
- \$155 Crafter, 10x10 Street, Number of spaces _____
Electricity available on Main Street for additional \$10, space limited, cords not provided,
Yes _____ No _____
- Food or Gourmet Food (request proposal) – proposal mailed separately
- \$0 City of Fairfax Historic District Business, 1 space only. Each additional space \$77.50. Number of spaces _____
- \$0 Recognized City of Fairfax Community Based Non-Business Groups, 1 space only. Each additional space \$77.50. Number of spaces _____
- \$77.50 Certified non-profit organizations (Each additional space \$155) Number of spaces _____
- \$1,000 Business Expo, 10x10 Street, Number of space _____
- Bringing a generator (food vendors only)
- Request same space as 2011 Fall Festival (may not be available).
SPACE # _____
- Canopy size _____ Food Trailer Size _____

HOLIDAY CRAFT SHOW Check appropriate box(s)

- \$12 Application Fee
- \$190 10x6 Hallway
- \$265 10x10 Gym (spaces have electricity)
- \$240 11x9 Cafeteria (spaces have electricity)
- \$500 Business Expo 10x10 Main Lobby, (no electricity) limited space
- Food/Gourmet Food (request proposal) –mailed separately
- Request a double space if available
- Request same space as 2011 Holiday Show (may not be available). SPACE # _____
- Number of vendor parking passes (1 per vehicle) needed _____

APPLICATION FEE \$12.00 per show must be enclosed with this application. (\$24 if applying to both shows)

If accepted into the event(s), I authorize the use of my credit card (if supplied below) for payment of booth fee(s) plus application fee.

Check/Money Order# _____ . Make checks payable to "City of Fairfax"

Credit Card: Discover (Novus) American Express MasterCard Visa

CREDIT CARD # _____ EXPIRATION DATE _____

I have read all regulations and information pertaining to participation in the FALL FESTIVAL and HOLIDAY CRAFT SHOW and hereby waive any claim against, and agree to hold harmless the City of Fairfax and the Parks & Recreation Department, and their employees and volunteers, from any and all liability for damages or injury incurred during participation in the FALL FESTIVAL and HOLIDAY CRAFT SHOW.

SIGNATURE _____ DATE _____

This application will not be processed unless the disclaimer is signed and the six (6) required photos are enclosed. Questions? Call 703-385-1710.

CATEGORY LISTING (select one only)

- Apparel Baskets Business Expo Children's Activities (Fall Fest only) Dolls & Accessories Fabric/Needlework Floral Food Gourmet Food Glass
- Info.(Fall Fest. Only) Jewelry Leather Miscellaneous Multi-Media Paintings/Drawings Photography Personal Care/Home Fragrance
- Pottery/Clay/Ceramics Soft-Sculpture Wood/Decorated Wood/Furniture Wood/Miscellaneous Wood/Multi-Media Wood/Toys

List the items shown in photos submitted (food vendors — list food and prices, send photos of stand or trailer only). Descriptions will be used by the selection committee to evaluate your photos, so please describe craft clearly, including media used in composition of craft and only send 1 photo of your display and 5 close-up photos (you may submit additional written information for assisting the selection committee in evaluation.) **Photos will not be returned.**

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Indemnification and Written Assurances Agreement

THIS INDEMNIFICATION AND WRITTEN ASSURANCES AGREEMENT

(this "Agreement") is made this day of _____, 2012

by _____,

a _____ ("Vendor")

for the benefit of the CITY OF FAIRFAX, a Virginia municipal corporation (the "City").

RECITALS

A. Vendor has submitted its City of Fairfax 2012 Craft Shows Application Form.

B. As part of the application process and in consideration of the City permitting Vendor to participate in the 2012 Craft Show, the City is requiring Vendor to execute this Agreement.

NOW, THEREFORE, in consideration of the promises herein contained and such other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties do hereby agree as follows:

1. I hereby provide written assurances to the City that any and all goods that I will market, advertise, offer for sale, or sell at the [Fall Festival and/or Holiday Craft Show] are fully compliant with all applicable mandatory federal, state, and local regulations and standards. My participation in the [Fall Festival and/or Holiday Craft Show] is expressly conditioned on the provision and truthfulness of these assurances.

2. I have read all regulations and information pertaining to participation in the [FALL FESTIVAL and /or HOLIDAY CRAFT SHOW] and hereby agree to indemnify and hold harmless the City, its elected officials, officers, agents and employees, and the Parks

& Recreation Department, its employees and volunteers, from any and all claims, actions, judgments, damages, losses, liabilities, costs or expenses (including attorneys' fees and costs) incurred as a result of my participation in the [FALL FESTIVAL and/or HOLIDAY CRAFT SHOW] or arising out of my errors, acts or omissions or the errors, acts or omissions of my employees, contractors, or agents, including, but not limited to, violations of and noncompliance with the Consumer Products Safety Improvement Act, the Consumer Product Safety Act, or any other mandatory legal standards or requirements. If the City suffers any damage, loss or liability, or if any legal proceedings or investigations are instituted (whether frivolous or otherwise) against the City, its elected officials, officers, employees and/or agents with respect to my activities hereunder, the City shall promptly give written notice thereof to me, and I shall, at my own expense, pay for or defend (with counsel reasonably acceptable to the City) all such actions and investigations and pay for all damages, losses, liabilities, costs and expenses (including reasonable attorneys' fees and costs) in defense of such legal proceedings. I agree to pay all judgments, fines, fees, costs, expenses and reasonable attorneys' fees incurred by the City and the parties herein indemnified from such legal proceedings. The terms of this indemnification section shall survive any termination of this Agreement.

3. This Agreement shall be governed by the laws of the Commonwealth of Virginia.

4. Vendor has caused this Agreement to be executed by a duly authorized officer of representative of Vendor, which officer or representative has the full authority to bind Vendor to the terms and provisions of this Agreement.

IN WITNESS WHEREOF, Vendor has caused this Agreement to be duly executed as of the date first set forth above.

VENDOR:

By: _____

Signature

Title: _____

Business Name (Please Print): _____ Date: _____